

Abstract

The topic of my thesis is the annual fairs in the Czech Republic with the primary focus on the tradesmen of the traditional craft goods. The thesis is divided in two parts - theoretical and analytical. In the first part, I concentrate on the characteristics of the annual fairs in connection to the research that has been already done on this topic. Subsequently, I explicate the methodology of my research. In the research I opted for the method of participant observation and the semi-structured interview with the tradesmen of the traditional craft goods. I have attended two annual traditional fairs of crafted goods and managed to interview eight respondents. The second part of my thesis concentrates on the analysis of the respondents' interviews and the notes I have acquired during the stage of observation. On the basis of the data analysis I have identified the primary factors influencing the fairs' success rate from the tradesman viewpoint. The results at hand indicate the importance of the atmosphere during the fair, the quality of the accompanying programme, the selection of offered goods and the frequency with which the fairs are organized. Furthermore, I describe the tradesman community and the relationships between the individual groups. The focus is predominantly on the relationship between the tradesmen who craft their goods individually, and the tradesmen who buy their goods from a third party. The last topic I examine concerns the issue of whether the tradesmen have another employment. The research data from the conducted interviews indicate that the tradesmen's employment at fairs is their full-time job.